



MARKETING COORDINATOR

St. Thomas High School is looking for a Marketing Coordinator. This full-time position that reports to the School's Vice President for Advancement. The ideal candidate will demonstrate an understanding of and enthusiasm for advancing the goals and mission of St. Thomas High School. The candidate will be asked to practice good judgement, maintain respect for confidentiality, be self-motivated, work in a collaborative environment, multi-task, and prioritize. The successful candidate will possess creativity, a strong attention to detail, passion for communication, and a good sense of humor.

ST. THOMAS HIGH SCHOOL

St. Thomas High School, an all-boys private, Catholic college-preparatory school for grades 9-12 in Houston, Texas is actively seeking to fill the position of Marketing Coordinator. Ranked among the country's finest college-preparatory schools and founded in 1900, St. Thomas High School continues today to build on its mission: Teach Me Goodness, Discipline, and Knowledge. With an enrollment of approximately 600 students and growing, St. Thomas is committed to providing a multi-dimensional education for young men through a challenging college-preparatory curriculum and an abundance of artistic, athletic, and leadership opportunities. The motivated students, talented faculty and staff, devoted and active parents, a distinguished alumni base, along with an exciting new addition to the beautiful centrally located campus, make St. Thomas one of the most exciting places to work in education.

ESSENTIAL FUNCTIONS AND DUTIES

1. Ensure quality and consistency of the School's brand and messaging; assist in maintaining established guidelines across all departments, activities, and events at School and among both employees and volunteers.
2. Plan and implement digital activities and print communications, including website, calendar, online campaigns, email marketing, social media, digital content production, admission materials, and materials to support development activities. (social media platforms primarily focused on Twitter, Facebook and Instagram; develop a monthly calendar and update as needed).
3. Develop communications plan for the School community, including but not limited to Media and Community Relations, Admissions Marketing, and Fund Raising Communications/Engagement.
4. Document school life in an official capacity and promote in innovative ways to support the school's mission. This includes working with students, faculty, staff, and the community on special communication pieces, photographing school activities and events, and creating videos. Plan and implement advertising campaigns throughout the year highlighting school events, our students, faculty, and more.
5. Manage school and summer school websites; Perform page edits and updates regarding content as needed; Ensure branding and messaging across both websites is consistent.
6. Develop content for advancement and admissions events including email campaigns, social media campaigns, website content, advertisements in local publications; Create on-site signage and flyers for school wide events.
7. Manage school's online presence on Vimeo and YouTube Channel, editing website content, and sharing information on social media.

8. Bid out and oversee production of materials to outside vendors when appropriate.
9. Design graphics for merchandise, banners, and signage. Foster strong communications among family, school, and key stakeholders to support the mission of the School.
10. Update and maintain a Style Guide—to keep school's voice, vocabulary, grammar consistent.
11. Assist with Advancement, Admissions, and other School events. Some evenings and weekends needed based on the event; however, notice and expectations will be provided.
12. Perform administrative assignments with minimal direction, such as maintaining files, preparing special reports and projects, and coordinating meetings, and providing writing and editing support for letters, grant proposals, and solicitations as needed.
13. Other job duties as assigned.

MINIMUM QUALIFICATIONS

Education

Required: Bachelor's degree in Communications, Design, or Marketing

Experience

Required: At least 0 - 3 years of experience in a related field
Microsoft Office, Adobe Software (Photoshop, InDesign, Illustrator), Adobe Premiere, iMovie (or other comparable video editing application), Social Media platforms (Twitter, Instagram, Facebook, YouTube, Vimeo)

Preferred: WordPress knowledge

Skills

- Writing, graphic design, video editing, photography, web content management, and organizational skills
- Creative thinking with willingness to be adaptable

Certification/Licenses/ Registration

Required: None

Working Conditions

Work is done in an office environment with pleasant working conditions as well as various locations for events, stories, and marketing. The work hours are reasonably regular. Ability to work some nights and weekends to support events is required.

Physical Requirements

May be required to exert physical effort of a limited nature as needed for events. No excessive lifting.

HOW TO APPLY

Please go to the St. Thomas High School website at www.sths.org/about/careers/ and download a **Staff Application** for employment. Email your completed application and résumé to careers@sths.org.